AMENDMENTS TO THE CLAIMS

1. (Previously Presented) A backlight device comprising:

a light diffusion plate disposed between a transmission type display panel and a light source unit in which plural light source blocks, where a large number of light emitting diodes are mounted, are arranged with a predetermined spacing therebetween, and adapted to allow a portion of rays of display light which have been emitted from respective light emitting diodes to be transmitted therethrough, and to allow the other portion thereof to be reflected thereon to deliver the rays of display light thus obtained to the transmission type display panel in a uniform state from an entire surface thereof,

wherein the light diffusion plate is formed by resin material having light transmission characteristics, and is adapted so that light adjustment patterns are formed within respective regions facing respective light emitting diodes of plane surfaces opposite to the light source blocks to reflect the rays of display light, the light adjustment patterns being formed by attaching light reflection ink, wherein the light reflection ink comprises a light reflection ink material comprising a light shielding agent and a diffusion agent, and

wherein respective light adjustment patterns are formed to correspond to the respective light emitting diodes, each of the respective light emitting diodes having a diameter D, and wherein a first length W_1 corresponding to the major axis of each of the respective light adjustment patterns is 1 mm to 2 mm larger than D, and wherein a second length W_2 of each of the respective light adjustment patterns, the second length W_2 corresponding to a second axis perpendicular to the first axis, is 2 mm to 4 mm larger than W_1.

2. (Previously Presented) The backlight device as set forth in claim 1,

wherein the respective light adjustment patterns are gradation patterns each constituted by a large number of light adjustment dots, these light adjustment dots being formed such that a light transmission factor of rays of display light is caused to gradually increase from a central region toward a peripheral region.

3. (Previously Presented) A transmission type liquid crystal display apparatus comprising:

a transmission type liquid crystal panel;

a light source unit in which plural light source blocks, where a large number of light emitting diodes are mounted, are arranged with a predetermined spacing therebetween, the light source unit being adapted for delivering, from a rear face side of the liquid crystal panel, rays of display light which have been emitted from respective light emitting diodes;

an optical functional sheet laminated body in which plural functional optical sheets are laminated, and adapted for suitably converting the rays of display light to guide the rays of display light thus obtained to the transmission type liquid crystal panel;

a diffusion light guide plate for diffusing, therewithin, the rays of display light which have been incident from one surface side to deliver the rays of display light thus diffused from the other surface side to the optical functional sheet laminated body;

a light diffusion plate oppositely disposed with a predetermined spacing with respect to the diffusion light guide plate, and adapted for allowing a portion of the rays of display light to be transmitted therethrough and to allow an other portion thereof to be reflected thereon to deliver the rays of display light thus obtained to the diffusion light guide plate in a uniform state from an entire surface thereof; and

a reflection sheet oppositely disposed with a predetermined spacing with respect to the light diffusion plate at a rear face side of the light source unit, and adapted for allowing the rays of display light which have been emitted in an outer circumferential direction from the respective light emitting diodes and the rays of display light which have been reflected on the light diffusion plate to be reflected toward the light diffusion plate side;

wherein the light diffusion plate is formed by resin material having light transmission characteristics, and is adapted so that light adjustment patterns are formed within respective regions facing the respective light emitting diodes of plane surfaces opposite to the light source blocks to reflect the rays of display light, the light adjustment patterns being formed by attaching light reflection ink, wherein the light reflection ink comprises a light reflection ink material comprising a light shielding agent and a diffusion agent, and

wherein respective light adjustment patterns are formed to correspond to the respective light emitting diodes, each of the respective light emitting diodes having a diameter D, and wherein a first length W_1 corresponding to the major axis of each of the respective light adjustment patterns is 1 mm to 2 mm larger than D, and wherein a second length W_2 of each of the respective light adjustment patterns, the second length W_2 corresponding to a second axis perpendicular to the first axis, is 2 mm to 4 mm larger than W_1.

4. (Previously Presented) The transmission type liquid crystal display apparatus as set forth in claim 3,

wherein the respective light adjustment patterns are gradation patterns each constituted by a large number of light adjustment dots, these light adjustment dots being formed so that a light transmission factor of rays of display light is caused to gradually increase from a central region toward a peripheral region.

5. (Previously Presented) A light diffusion member having light transmission characteristics, the light diffusion member comprising:

a plurality of light adjustment patterns formed by light reflection ink, wherein the light reflection ink comprises a light reflection ink material comprising a light shielding agent and a diffusion agent,

wherein respective light adjustment patterns are formed to correspond to respective light emitting diodes, each of the respective light emitting diodes having a diameter D, and wherein a first length W_1 of each of the respective light adjustment patterns is 1 mm to 2 mm larger than D, and wherein a second length W_2 of each of the respective light adjustment patterns, the second length W_2 being perpendicular to the first length W_1, is 2 mm to 4 mm larger than W_1.

6. (Previously Presented) The light diffusion member as set forth in claim 5,

wherein the plurality of light adjustment patterns include gradation patterns each comprising a large number of light adjustment dots, these light adjustment dots being formed such that a light transmission factor gradually increases from a central region toward a peripheral region.

7. (Currently amended) The light diffusion member as set forth in claim 5, wherein the [[the]] light shielding agent and the diffusion agent are mixed at a predetermined ratio.

8. (Previously Presented) The light diffusion member as set forth in claim 5, wherein each of the light adjustment patterns is formed in an elliptical shape, rectangular shape and/or polygonal shape.

9. (Previously Presented) The light diffusion member as set forth in claim 5, wherein the light adjustment patterns are in a matrix form.